

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Mason Financial Holdings Limited

民信金控有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 273)

PROFIT WARNING

This announcement is made by Mason Financial Holdings Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Group expects to record a consolidated net loss attributable to equity holders of the Company of approximately HK\$453 million for the year ended 31 December 2016 (the “**Loss**”) as compared to the consolidated net profit of approximately HK\$357 million for 2015. The Loss largely resulted from the net fair value loss on investments held for trading, adjustments for the Group’s goodwill arising from its investments and the provision for bad debts from the margin clients. The Board considers that the decline of the final results is primarily attributable to the sluggish and turbulent equity market conditions during the period. Despite the above situation, the Board considers that the overall financial position and business prospects of the Group remain sound and healthy.

The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the Group’s unaudited management accounts for the year ended 31 December 2016. Such information has not been audited or reviewed by the Company’s auditor and is subject to finalization and adjustments (including adjustments for the Group’s goodwill arising from its investments). Shareholders of the Company and potential investors are advised to read carefully the consolidated final results announcement of the Company, which is expected to be released in March 2017.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Mason Financial Holdings Limited
Ko Po Ming
Joint Chairman and Chief Executive Officer

Hong Kong, 24 February 2017

As at the date of this announcement, the Board comprises:

Executive Directors:

Mr. Ko Po Ming (*Joint Chairman and Chief Executive Officer*)

Mr. Chang Tat Joel

Mr. Man Wai Chuen

Ms. Lui Choi Yiu, Angela

Non-executive Directors:

Mr. Tong Tang, Joseph (*Joint Chairman*)

Ms. Hui Mei Mei, Carol

Independent Non-executive Directors:

Mr. Lam Yiu Kin

Mr. Yuen Kwok On

Mr. Tian Ren Can